

PROJECT 66 JUDGING RUBRIC

Category: Project Description



OKLAHOMA
MAIN STREET



OKLAHOMA
Commerce

How well is the project structured and does it enhance the Route 66 experience?

Questions:

1. Describe your project in one sentence.

2. Describe the project and how it communicates the authentic story of your community or organization. How does it embody the spirit of Route 66 and Oklahoma? Please include any visual aides that will help to explain the project (ex. concept drawings, maps, photographs, etc).

Criteria:

Is the concept clear and well thought out?

Will the project enhance the state's travel and tourism?

Does the project have a significance to Rt 66, OK or the community? Is the project easily accessible to the public?

Grading:

0 to 4		5 to 10		11 to 20		21 to 25	
Does not meet the criteria in any way.		The concept of the project is somewhat rooted in Route 66 or the community's story, but is not well developed or contextualized in this application.		The project is somewhat focused on Route 66 or the community's story, but needs more work on the details and execution.		The project is focused on improving the Route 66 experience, and is well thought out and will be an asset to the state.	

Total Score _____

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Category: Project Impact



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How will this project impact the community and state and how will the impact be measured?

Questions:

3. Who is the audience for this project?
4. What is the anticipated impact for the state?
5. What is the anticipated impact on the community?
6. Define Success for this project? What, if any metrics will be used to track the outcome?

Criteria:

Does this project reach a large audience?

Does the anticipated impact exceeds the monetary request?

Is there an impact on the state as a whole?

Are there metrics in place to track the outcome of this project? Are they tracking the correct measurements?

Grading:

0 to 4		5 to 10		11 to 20		21 to 25	
Does not meet the criteria in any way.		The anticipated impact is vaguely defined and metrics are not clear. There is a low impact for the community and state.		The anticipated impact and metrics are somewhat defined, but need more work on the details and execution.		The anticipated impact is well defined and will greatly benefit the state and community. The metrics are strong and will provide a clear outcome.	

Total Score _____

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Category: Project Structure



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How well suited is the applying organization to carry out the described project?

Questions:

7. List all partnering organizations and their role in the project.
8. Discuss the sustainability of the project. If long-term funding is needed for staff, maintenance, or other needs, explain how this will be addressed in the future.
9. Who will own the project and who will be responsible for ongoing maintenance of the project?
10. Does your organization have previous grant management experience?
11. How many staff members or volunteers will be assigned to this project?

Criteria:

- Does the organization have the capacity to complete this project?
- Are there partners and do they help to extend the reach of the project?
- Is there a plan to help sustain this project in the future?
- Is it clear who owns and therefore is responsible for the project in the future?

Grading:

0 to 4		5 to 10		11 to 20		21 to 25	
Does not meet the criteria in any way.		The organization does not have a strong background in grant management and/or may have some capacity to execute the grant. Sustainability is unclear.		The capacity is somewhat there, partnerships help to boost capacity or organization has background in grant management and details for sustainability and ownership need work.		Organization has a lengthy background in grant management with strong partnerships and a clear sustainability and ownership plan.	

Total Score _____

PROJECT 66 JUDGING RUBRIC

Category: Project Budget



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How well does the organization demonstrate their project budget is justified and reasonable?

Questions:

12. Please fill out the itemized budget template provided. Include in-kind donations as well as funding from other sources.

13. Please provide a narrative justification of expenses.

Criteria:

Is the budget template attached and completed? Is the budget itemized, clear and realistic?

Is the narrative justification detailed and complete? Does the budget include a matching component?

Does the budget include a matching component?

Grading:

0 to 4		5 to 10		11 to 20		21 to 25	
Does not meet the criteria in any way.		Budget template included but expenses are either not clear or itemized. Matching component is lacking.		Budget template is complete and somewhat clear, but justification needs more detail. A matching component is present.		Budget template is complete, clear and realistic with a strong matching component. Justification was strong.	

Total Score _____